

Communicating Through Infographics

An *Infopeople*  Webinar

Wednesday, November 14, 2011
12:00 Noon – 1:00 p.m. PST

Presenter: Dawne Tortorella

drt@bellcow.com

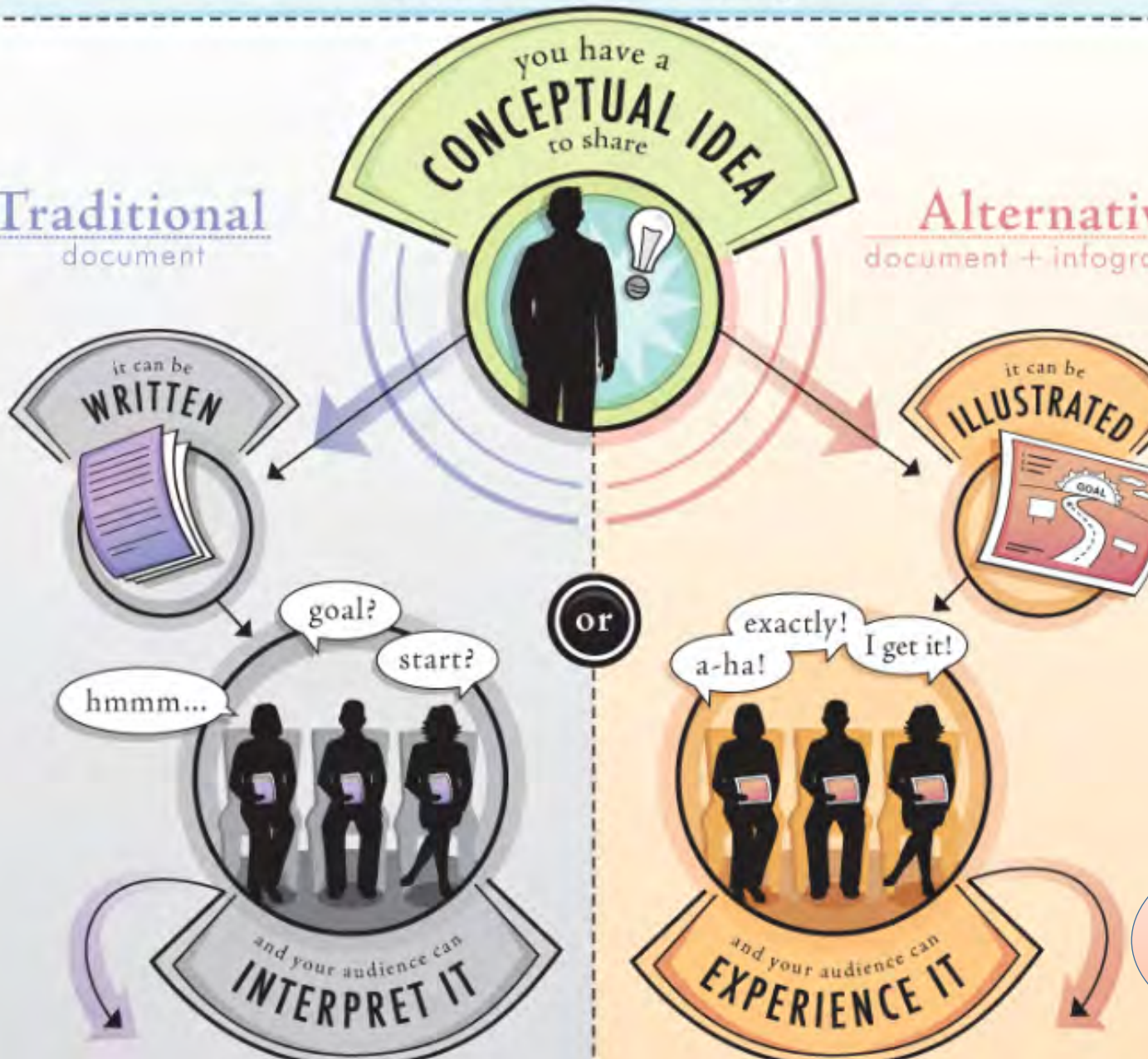
Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Why Infographics

accelerate decision making

Traditional
document

Alternative
document + infographics



More than 60%
of people are
visual learners

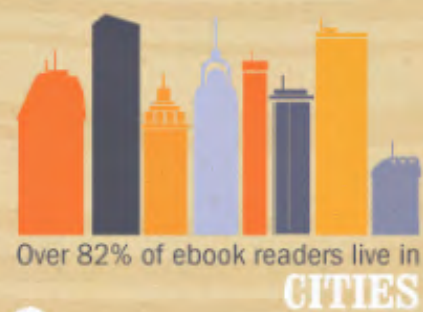
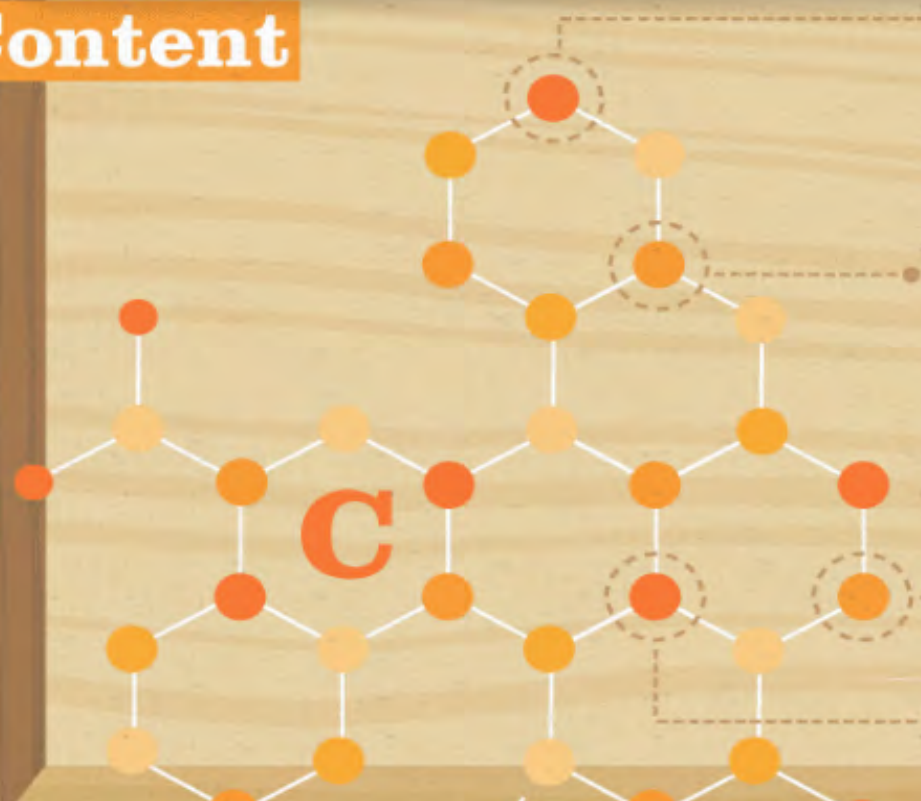
Agenda

- Infographics, Origins and Species
- Big Data, Local Meaning
- Visualization Tools
- Creating an Infographic

the **DNA** of a SUCCESSFUL **BOOK**


Presented by **hiptype**

Content



The average length of a **BESTSELLER** is

375 **PAGES**

 **MEN** ARE **10x**
AS LIKELY TO SHOW INTEREST
IN BOOKS THAT FEATURE A
MALE PROTAGONIST

WOMEN ARE 50%
MORE LIKELY TO
FINISH A BOOK
THAN MEN

BOOKS WITH A **FEMALE PROTAGONIST** ARE
MORE LIKELY TO BECOME A BESTSELLER

40%



Definition

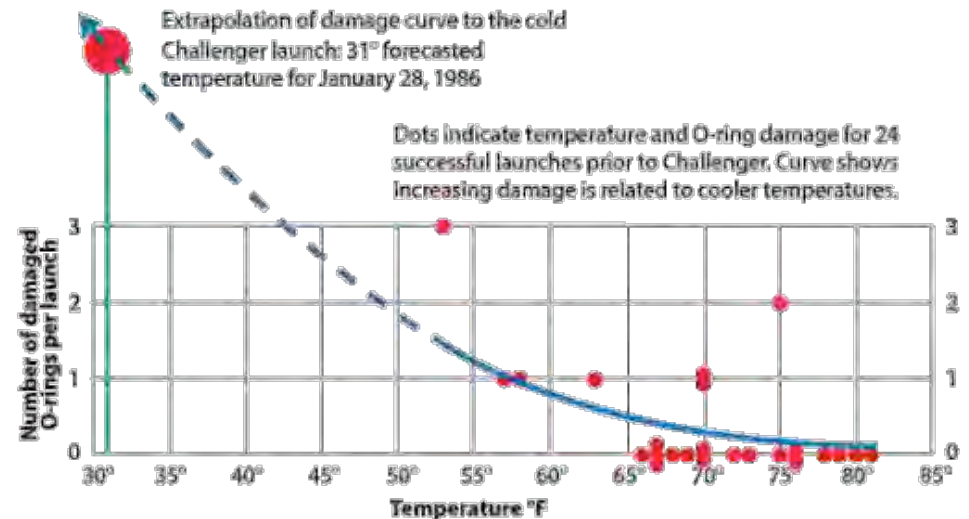
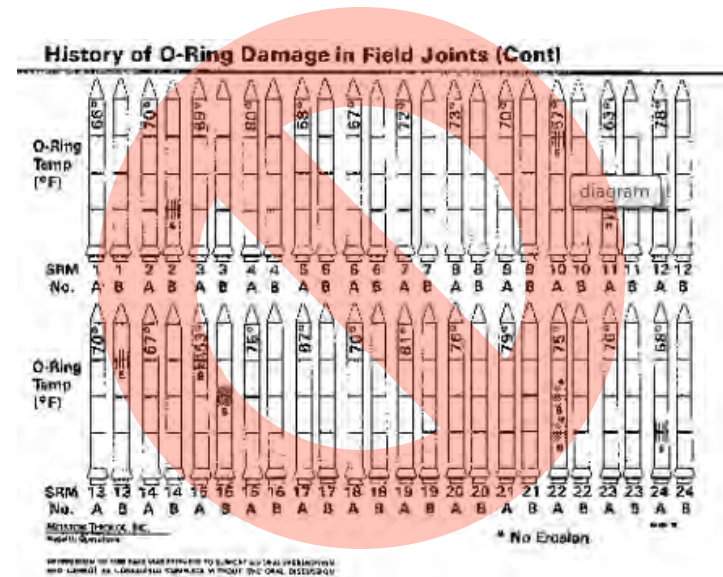
*“Infographics provide a format that utilizes **engaging** visuals that not only appeal to an audience hungry for information, but also aid in the **comprehension** and **retention** of that material.”*

Infographics: The power of visual storytelling
Lankow, Ritchie, & Crooks

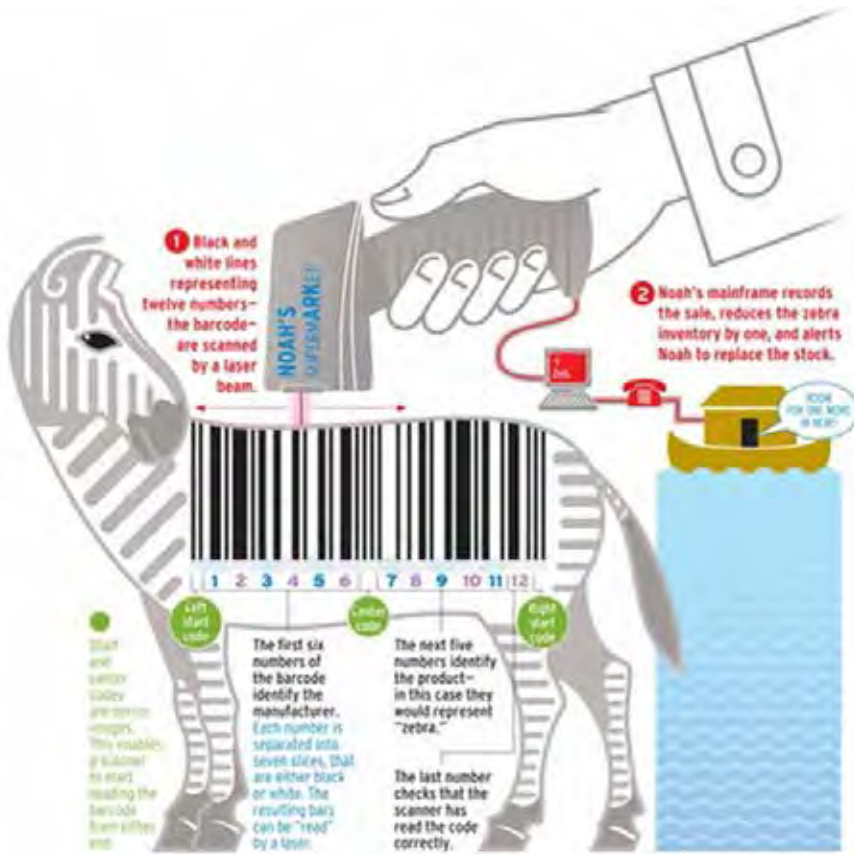
Clash of the Titans: Tufte vs. Holmes

Tufte

- Pioneer of data visualization, information design
- Academic (Yale) – statistician
- Believes you should omit graphic elements of the design that do not communicate specific information
- Avoid “chartjunk” and Powerpoint



Clash of the Titans: Tufte vs. Holmes



Holmes

- Created “explanation graphics”
- Publishing – *Time*
- Believes stories can be more memorable and impactful
- Importance of appeal through visual metaphor
- Recent studies have shown his explanation graphics aid in retention

Are both right?

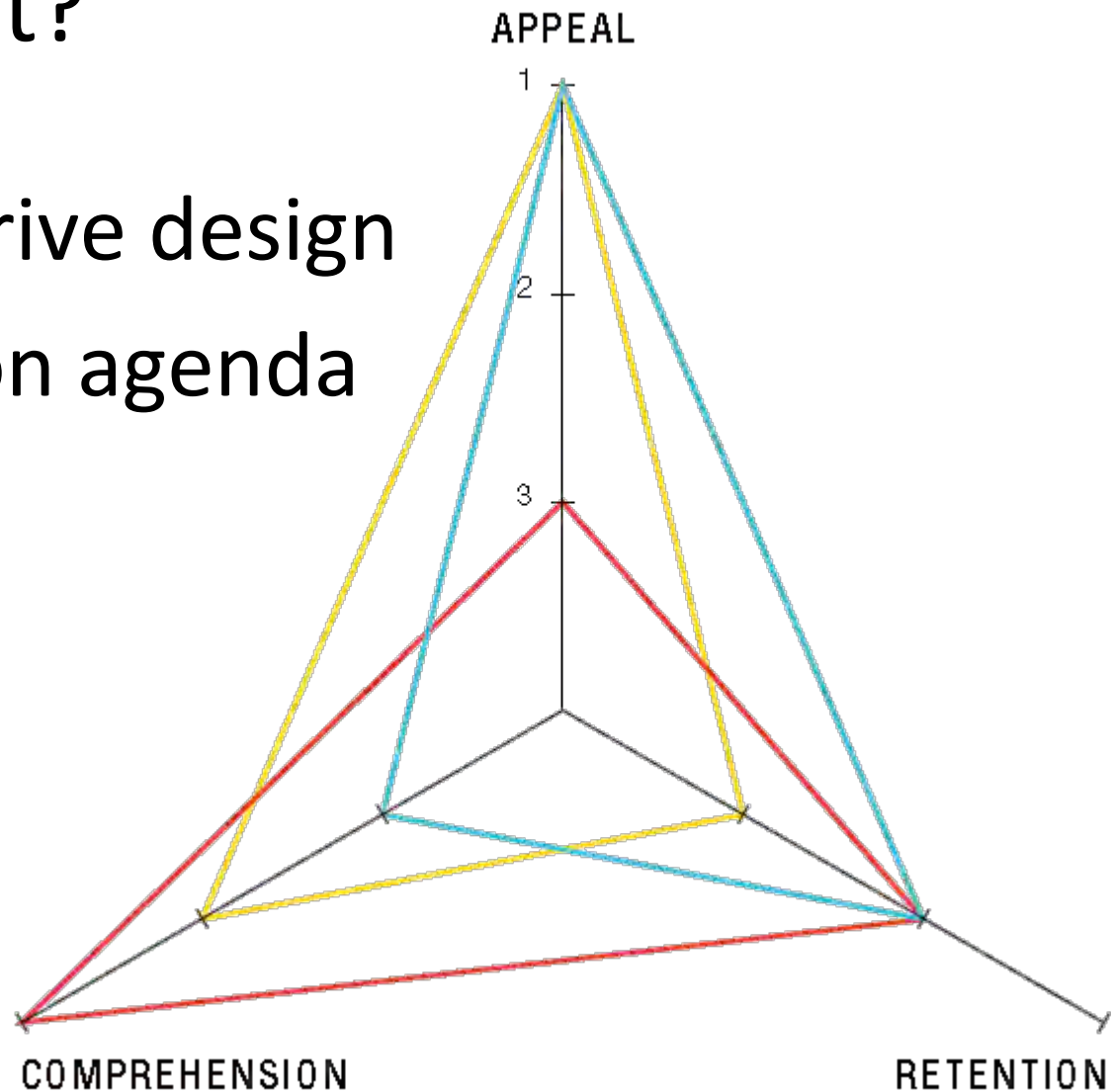
- Objectives drive design
- Vary based on agenda

Key

— Academic/Scientific

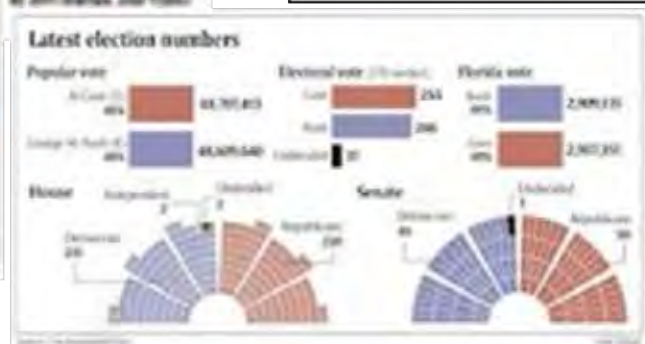
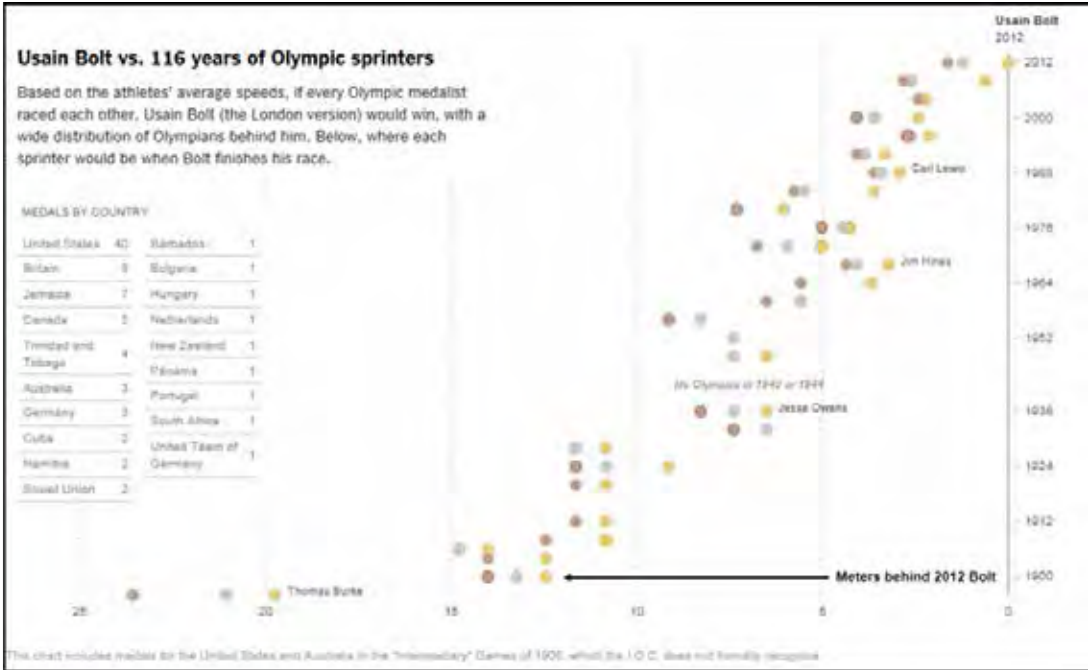
— Marketing

— Editorial



USA Today, NY Times

Sept. 15, 1982



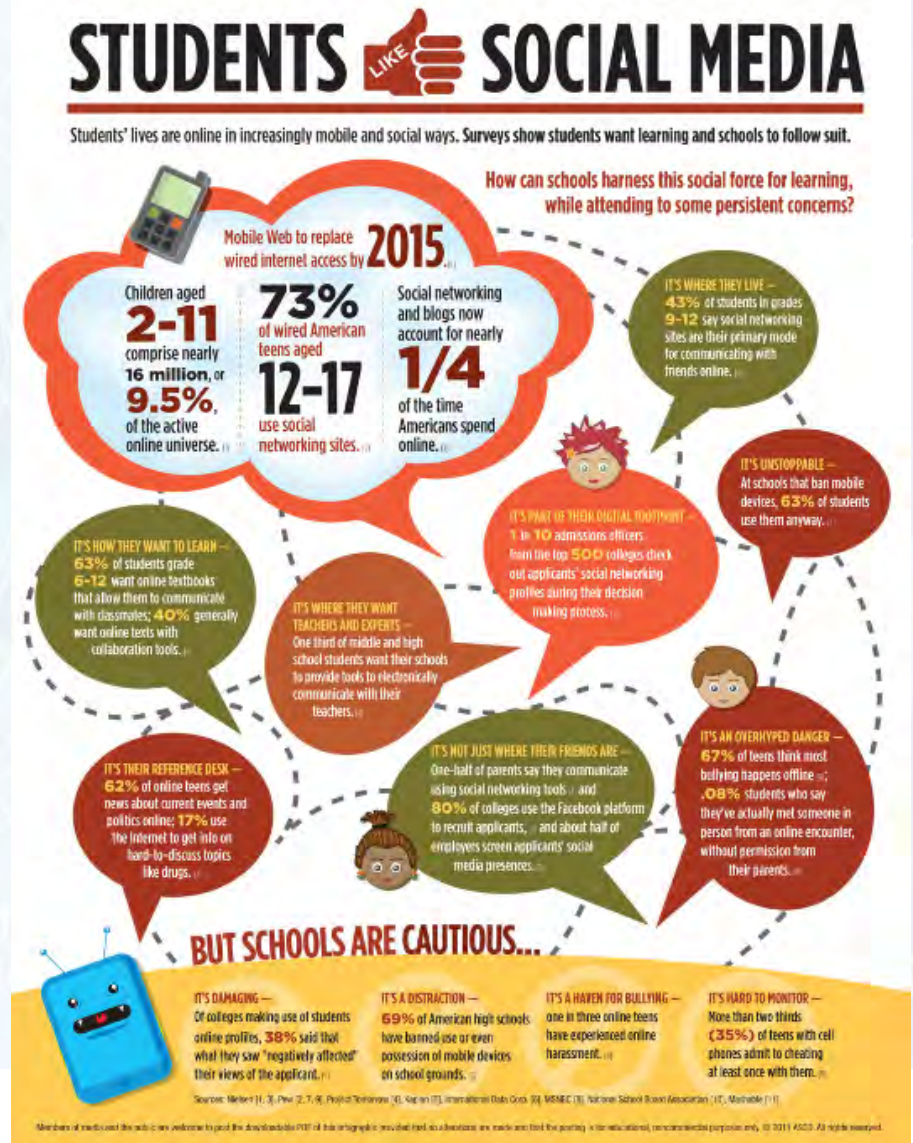
NY Times Olympic 100 meters, 2012

Nov Election, 2000

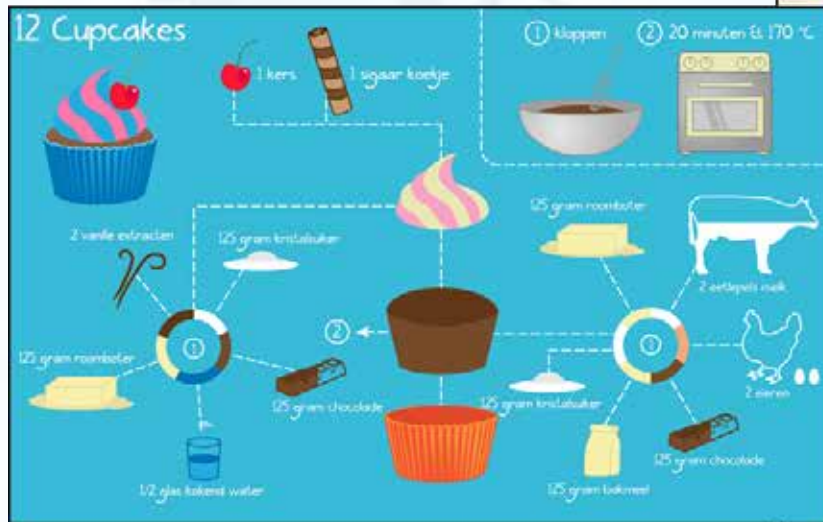
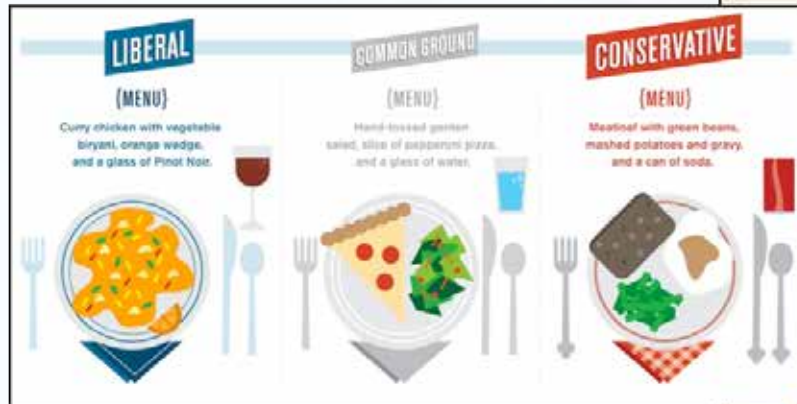
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Typical Infographic Signature

- Vertical presentation
- Tells a story
- Uses metaphor
- Summarizes data
- Cites data source(s)



Poster Art



Infopeople



Does this graphic?

- Tell a story
- Provide a metaphor
- Reflect data accurately
- Reinforce the intended message



**world
pneumonia
day**

Fight Pneumonia.
Save a Child.
November 12th.

<http://www.worldpneumoniaday.org>

Of the **8.8 million** child deaths in 2008, **1 in 5** were due to pneumonia.



<http://worldpneumoniaday.org/infographic/>

Big Data, Local Meaning

- Public datasets
- APIs and access to big data
- Tracking local data

IMLS Public Library Comparison

Compare Public Libraries >>>>>>

Select Library of Interest > Choose Comparison Group > Select Report Topics > View Report

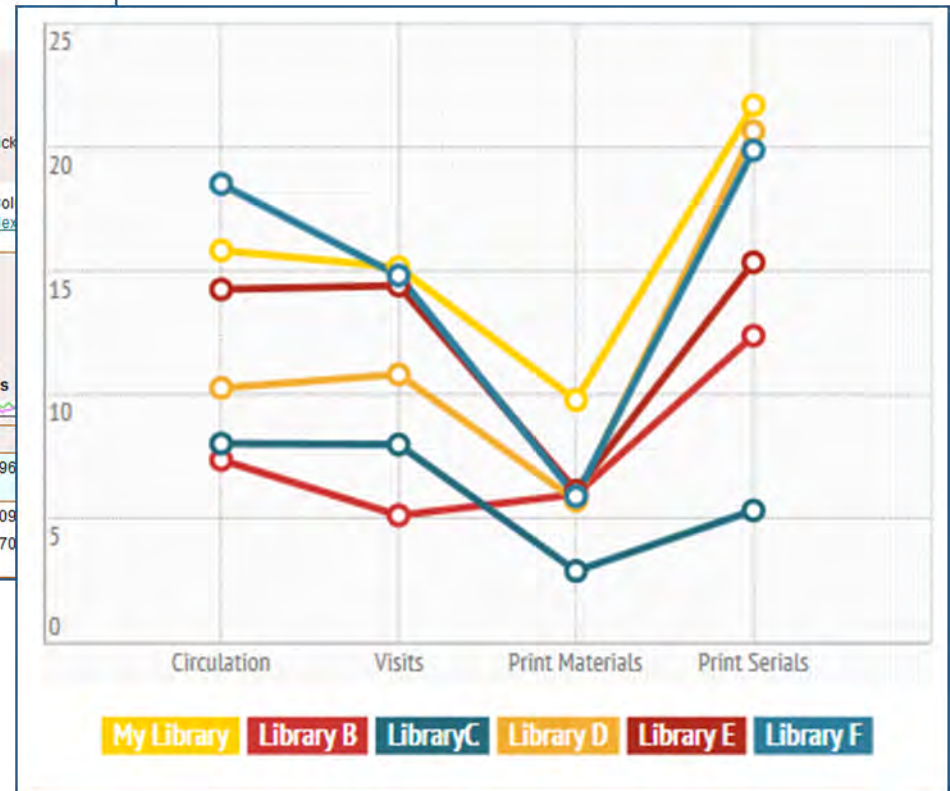
View Report

Save Comparison Report | Column Order/Sorting

Export this report to an Excel file

Click on a library name to view details for that library. Click on the question mark to view its definition. Click bar chart icon to view a bar chart of your comparison group for that variable.

Library Name	Total Circulation per Capita	Library Visits per Capita	Circulation of Children's Materials As Percent of Total Circulation	Interlibrary Loans Received per 1,000 Population	Net Loan Rate	Print Materials
Library Of Interest						
RIVERSIDE PUBLIC LIBRARY, IL	15.82	15.14	40.5%	1,905.06	1.26	87,996
LYONS PUBLIC LIBRARY, IL	7.37	5.13	45.0%	403.80	1.96	61,309
BERWYN PUBLIC LIBRARY, IL	8.03	7.99	28.6%	336.42	2.21	156,070



http://www.ims.gov/research/public_libraries_in_the_united_states_survey.aspx

Pew Internet Data Sets



Pew Internet
Pew Internet & American Life Project

a project of the
Pew Research Center

TOPICS DATA TOOLS EXPERTS PARTICIPATE

GET THE LATEST STATISTICS EXPLORE SURVEY QUESTIONS DOWNLOAD DATA

Get the Latest Statistics

LATEST RESEARCH
BROWSE A LIST OF OUR LATEST REPORTS, LOOK THROUGH CHECK OUT OUR FREQUENTLY UPDATED TREND DATA.
[Read More](#)

INFOGRAPHICS
THIS PAGE HIGHLIGHTS SELECT INFOGRAPHICS FROM RECENT
[Read More](#)

TREND DATA (ADULTS)

TREND DATA (TEENS)

LATEST RESEARCH
THIS PAGE HOLDS A CHRONOLOGICAL LIST OF OUR REPORTS AS RECENT BACK TO OUR FIRST REPORT IN 2000.
[Read More](#)

INFOGRAPHICS
THIS PAGE HIGHLIGHTS SELECT INFOGRAPHICS FROM RECENT
[Read More](#)

TREND DATA (ADULTS)

Percent of U.S. adults who own a smartphone



Month	Percent of U.S. adults who own a smartphone
May 2011	35%
Sept. 2012	45%

Nearly half of all American adults (45%) and two-thirds of all young adults now own a smartphone. In 2012, our data showed that smartphone owners are now more prevalent within the overall population than owners of more basic mobile phones.

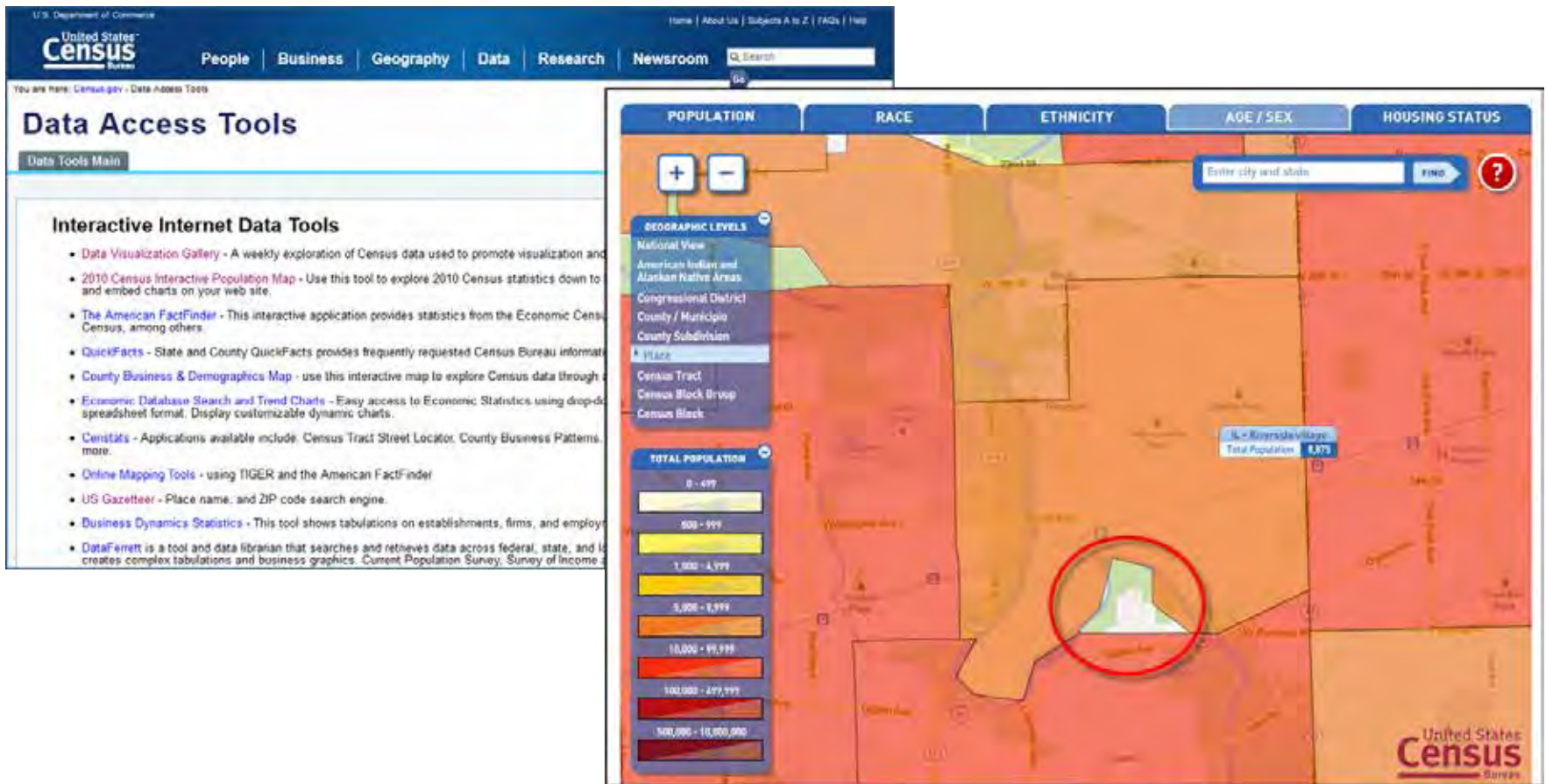
Smartphones are particularly popular with young adults and those living in relatively higher income households.

66%
of those ages 18-29 own smartphones.

\$75,000
68% of those living in households earning \$75,000 own Smartphones.

<http://pewinternet.org/Data-Tools/Get-The-Latest-Statistics.aspx>

Census Data – Local Scoping



<http://2010.census.gov/2010census/popmap/>

Big Data & APIs

Results for #fridayreads

Top people - View all

FridayReads @FridayReads
The #FridayReads hashtag encourages readers everywhere to share books. For more info, check out FridayReads.com.

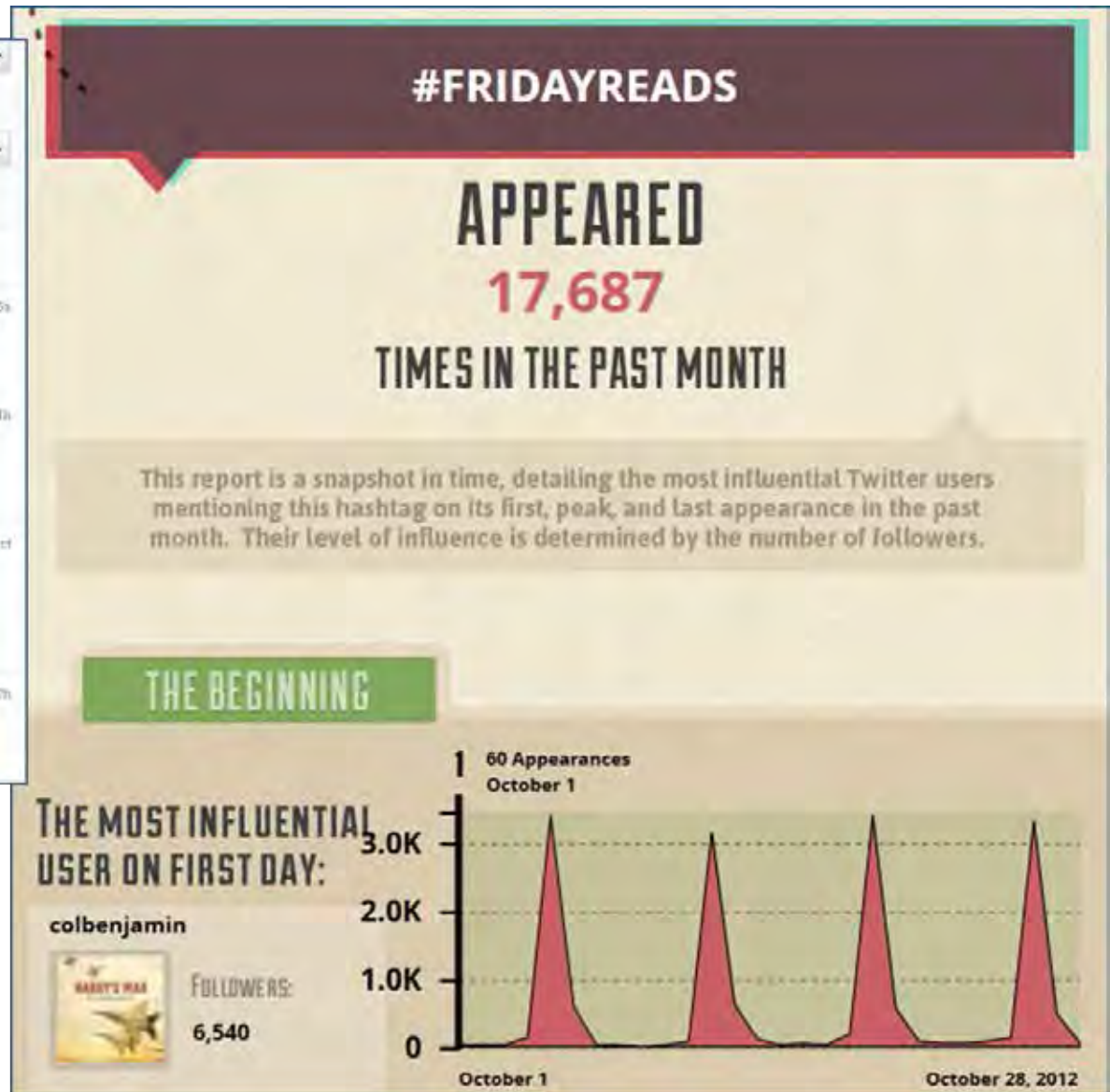
Tweets Top / All / People you follow

Kim McNeill @jwodealive5
Now reading 'The Sisters Brothers' by Patrick deWitt. Shortlisted for the 2011 Booker Prize. #FridayReads

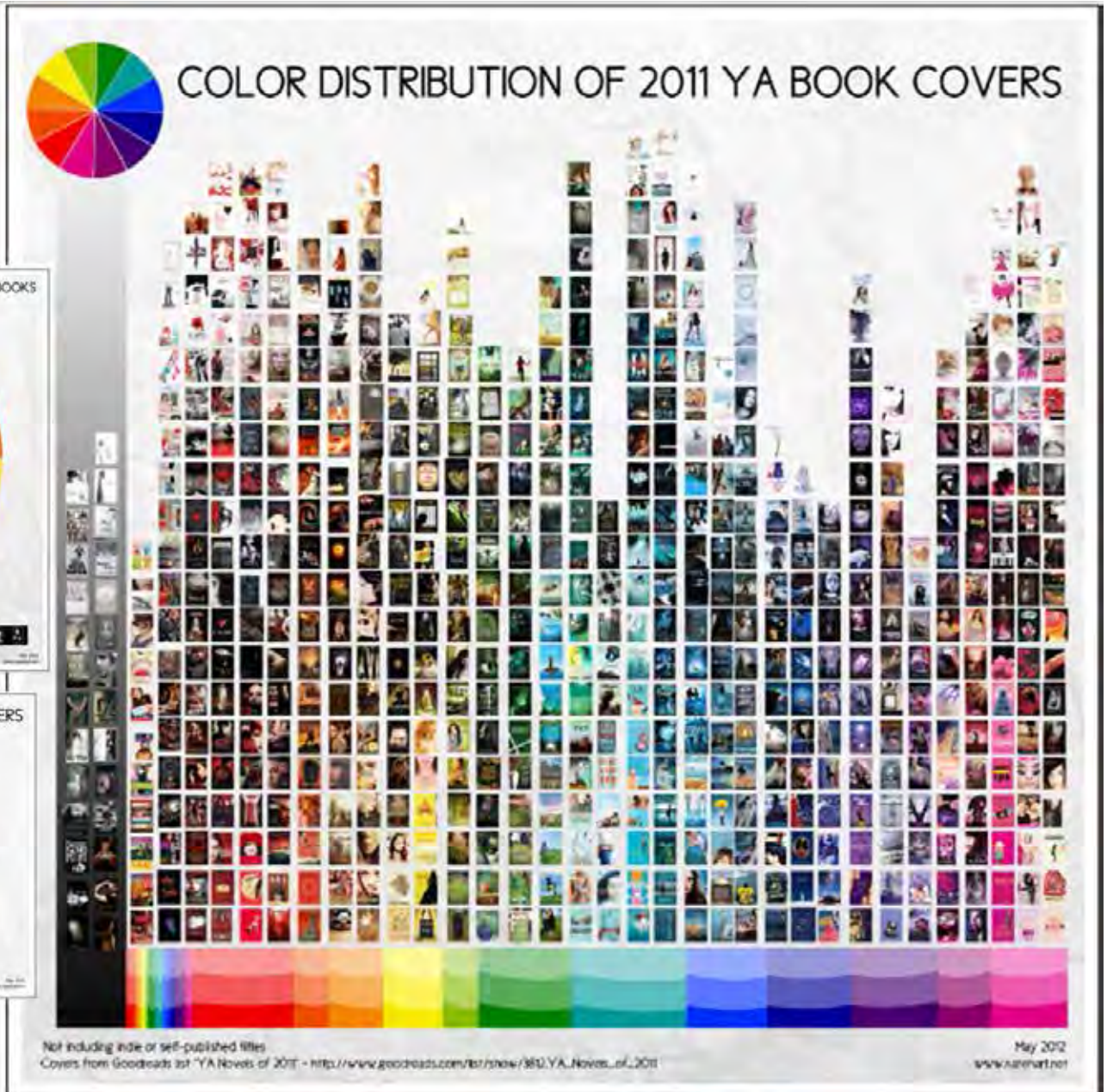
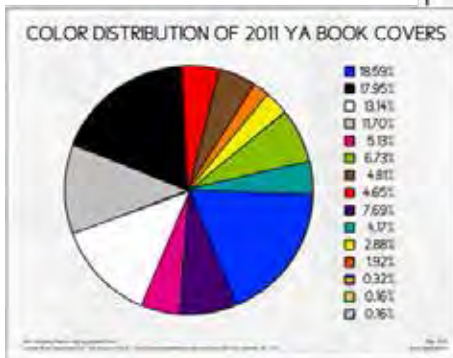
Ross @DY_Ross
My honey's getting me the fourth book in one of my favorite YA series! Woohool #fridayreads #reading #books #bookish. post.ly/9gKLq

FridayReads @FridayReads
ow ly/eOVXX Banning Charlie Brown specials because of bullying? Charles Schulz created Charlie because he was bullied! #fridayreads

Carol Hirsh @CLOISH
The novel I'm about to read is When We Argued All Night, by Alice Mattison. #READ #FRIDAYREADS



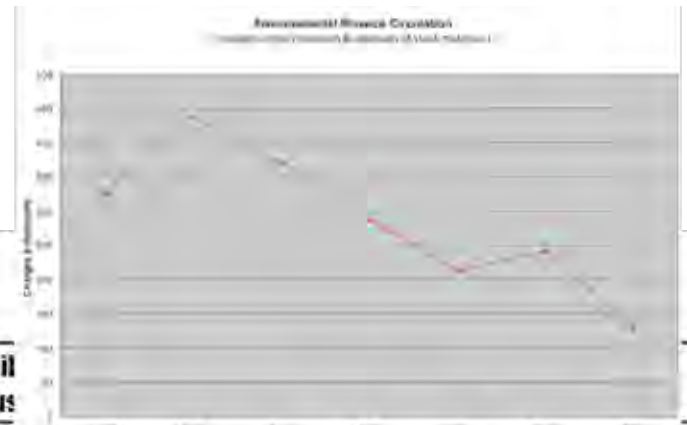
Inspired?



Not including indie or self-published titles
Covers from Goodreads list YA Novels of 2011 - http://www.goodreads.com/list/show/3810.YA_Novels_of_2011

May 2012
www.surveymonkey.com

Circulation Data



CIRCULATION STATISTICS

Annual 2011-2012

Unit	Initial Circ	Renewals	Reserves	In Lib us				
Suzzallo/Allen Units								
Circulation	177791	660429	0	60638	898858	-4%	82673	
Curriculum	931	2203	0	0	3134	-39%	14	
Government Publications	3891	7166	0	10185	21242	-9%	1528	
Maps	855	2897	0	4566	8318	-8%	129	
Microforms-Newspapers	2045	11	5606	15862	23546	-16%	0	
Reference	7978	48	0	3	8029	-25%	0	
Special Collections	160	116	0	25852	26128	9%	1	
SUZZALLO/ALLEN TOTAL	193651	672670	5606	117126	989255	-5%	64345	
Branch Units								
Art	13711	31471	1865	6438	53485	-4%	5132	
Built Environments	12817	17919	1806	3754	36296	-10%	4337	
Drama	7993	12230	210	1366	21799	-7%	2134	
Engineering	12382	25133	2762	4209	44486	-4%	3697	
Foster Business	10326	8793	13937	385	33441	-6%	2972	
Friday Harbor	859	19	0	259	1137	-37%	0	
Math Research	7608	18806	1212	4172	31798	-13%	2826	
Music	15205	23008	1178	3591	42972	4%	2815	
Music Listening Center	2025	1279	1056	72	4432	-54%	72	
Physics-Astronomy	2901	11133	1104	1320	16458	2%	835	
BRANCH TOTAL	85827	149791	25130	25556	266304	-6%	24620	

Visualization Tools

- Free tools for analyzing data
- Free design tools
- Visualization services
- Daily tools – Excel, Photoshop, Illustrator

Easel.ly

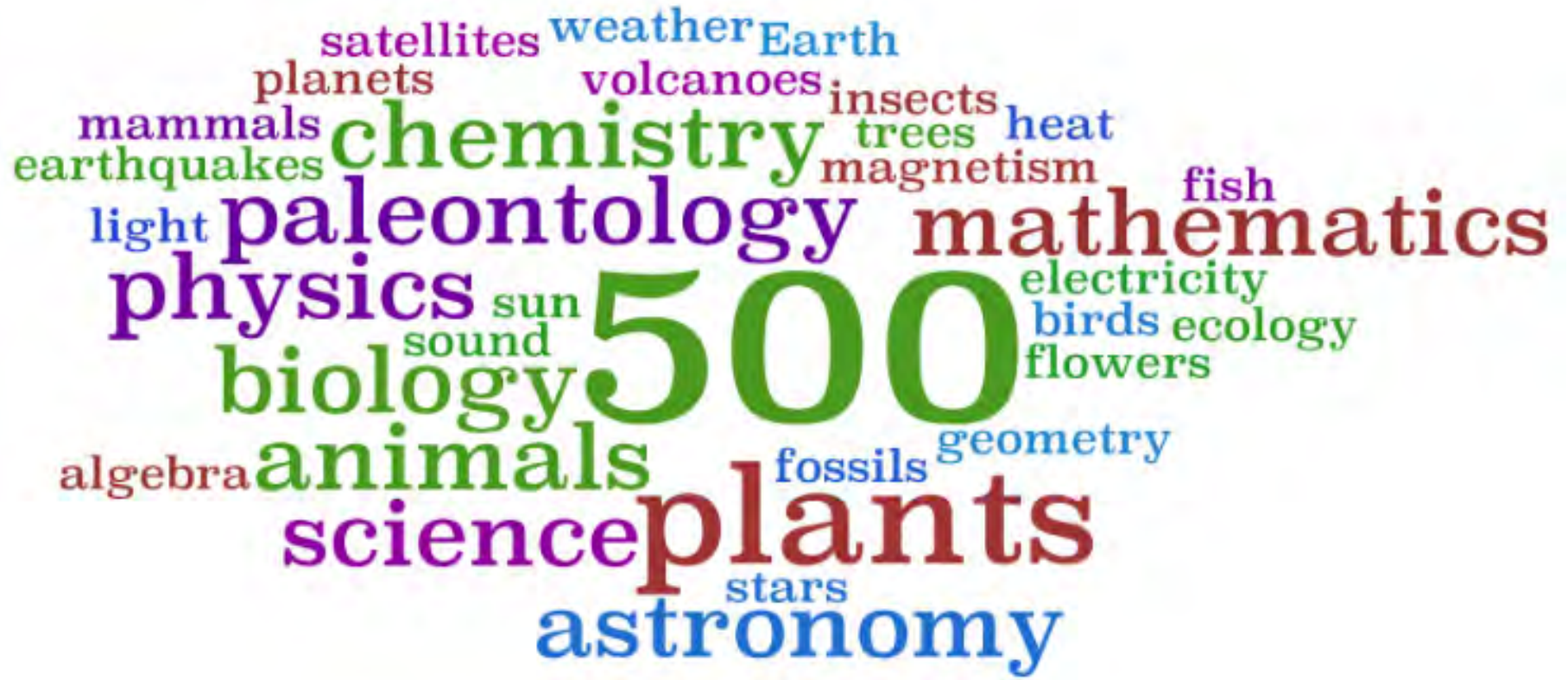
The screenshot shows the Easel.ly web application interface. At the top, there is a navigation bar with 'Home', 'Save', 'Open', and 'Clear' options. Below this is a toolbar with icons for 'Vthemes', 'Objects', 'backgrounds', 'shapes', 'text', and 'upload'. On the right side of the toolbar, there are controls for 'zoom @ 100%', 'grid', and 'undo'. The main workspace displays a presentation slide with a light beige background and a red vertical banner on the left. The banner contains the text 'how people stay connected to the library' and a small person icon. To the right of the banner, there is a paragraph of text: 'These days everyone is connected to the internet through computers. Whether mobile phones, laptops or tablets people are consuming more internet bandwidth globally.' Below the text are two illustrations: a desktop monitor and a smartphone, both displaying a person's face. Underneath these are two 4x4 grids of small squares, some colored teal and some black. At the bottom of the slide, there is a line of text: 'People spend more time each year online browsing the internet for all types of information.' Below this text are two rows of human icons. The first row is labeled 'facebook' and shows 8 teal icons and 1 grey icon, with '80%' to the right. The second row is labeled 'LinkedIn' and shows 8 red icons, with '100%' to the right. A small black oval icon is located at the bottom right of the slide content.

Infopeople 

Piktochart

The screenshot displays the Piktochart web application interface. At the top, the logo 'Piktochart' is on the left, and navigation buttons for 'Save', 'My Infographic', and 'Download as' are in the center. On the right, there is an 'Upgrade to PRO' button and a user profile 'Hi, drt@bellcow.com'. Below the navigation bar is a yellow toolbar with icons for 'Group', 'Background', 'Canvas' (with a size of 600), 'undo', 'redo', 'Properties', and 'Actual Size'. A secondary toolbar includes 'Layering', 'Rotation' (45°, 90°, 45°, 90°), 'Colour Overlay', and 'Reset Colour'. The main workspace shows a design for 'Summer Reading' with the tagline 'read, learn, discover' and 'Our journey is out of this world!'. It features three blue boxes with text: 'Collect badges for reading adventures', 'Take an online course and learn from a research scientist', and 'Join in a scavenger hunt for hidden treasure'. Below this is a section for 'Space invaders' starting on 'June 1, 2013', with two 'New subheader' sections containing placeholder text and an image of Earth. On the left, a dark sidebar contains a 'Tools' section with 'Upload an Image', 'Create Batch of Images', and 'Create a Chart'. Below that are 'Add Shapes', 'Add Graphics', 'Add Text', and 'Theme Graphics' sections, followed by 'Uploaded Images'. A 'Minimize' button is also visible in the sidebar.

Text can be visual

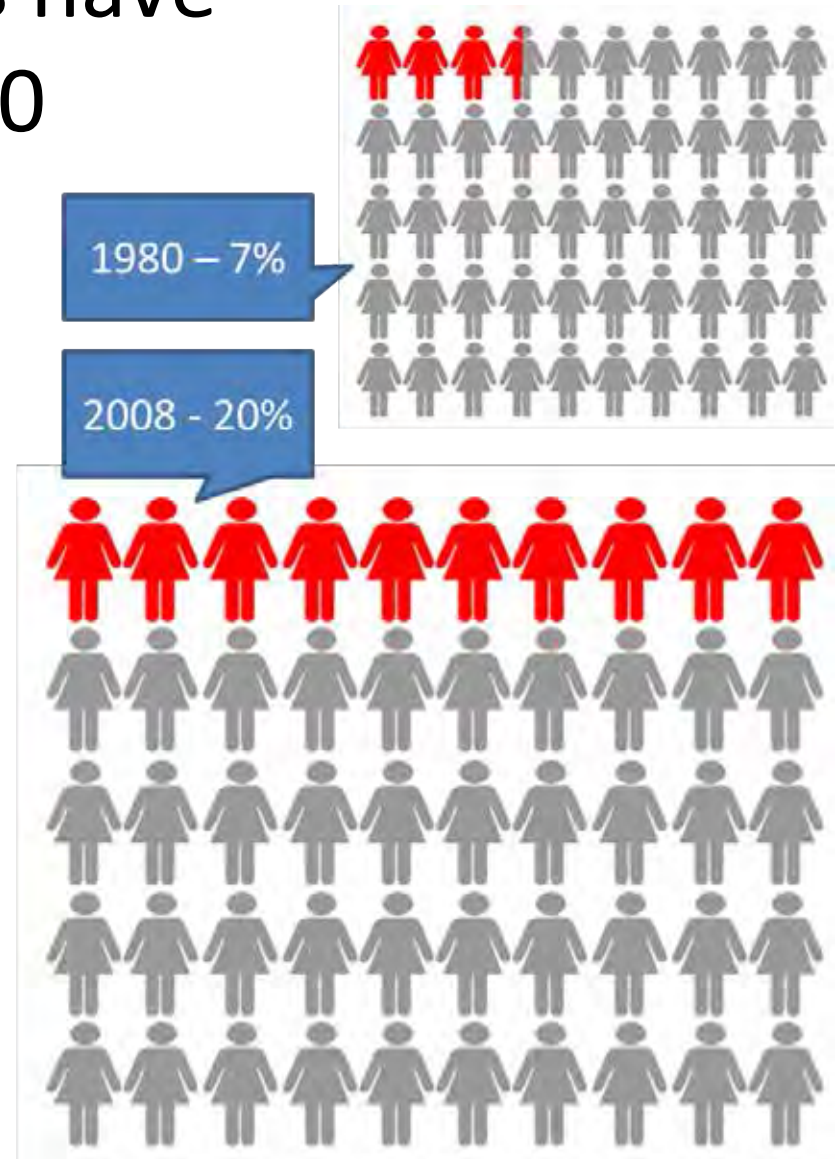
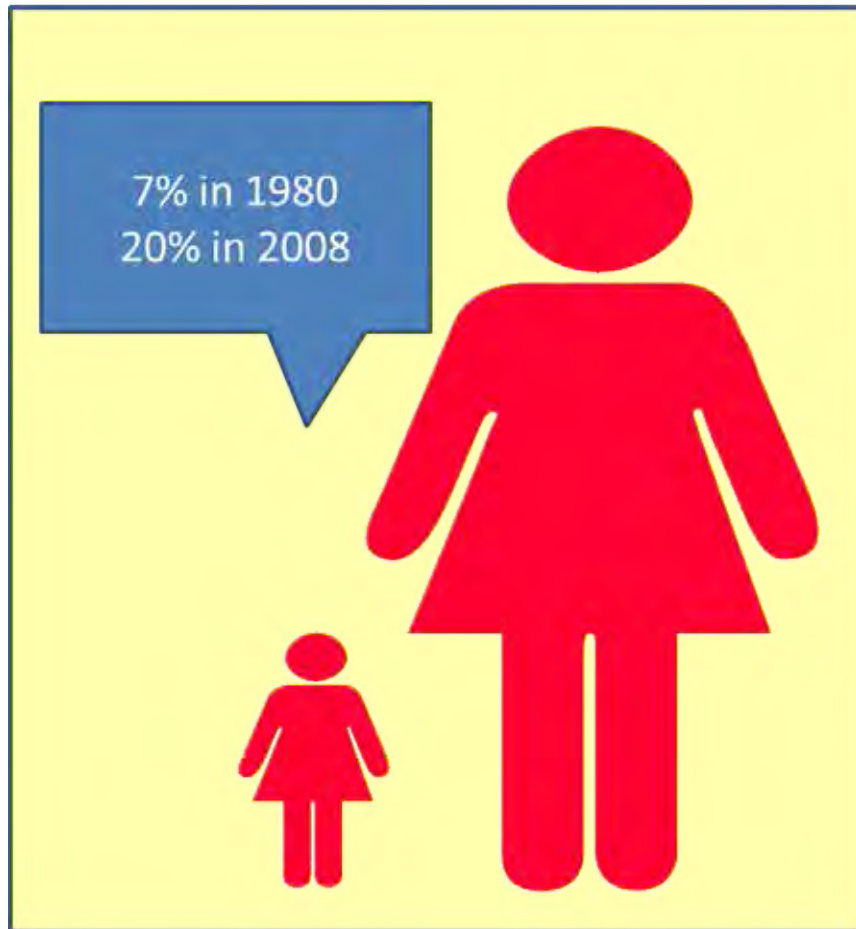


<http://www.wordle.net>

Common Traps: Accuracy/Critique

- Properly cite your data
- Include methodology for data collection and reporting
- Use supplemental data that relate to the service area
- **CHECK YOUR MATH**

Childhood obesity rates have nearly tripled since 1980



Creating an Infographic – Step-by-step



Case Study – ALA “Weather the Storm”

- Based on 2 years of research
- Executive summary, detailed data findings, methodology cited & online



Does it tell a story?

- Incorporates metaphor
- Leads the viewer on a journey
- Targets message

U.S. Public Libraries WEATHER the STORM

Public libraries continue to lead the way in providing a wide range of services and resources to their communities. A recent survey conducted by the American Library Association (ALA) reveals the challenges libraries face in the current economic climate.

The U.S. Public Library Challenge: Use vs. Funding, FY 2011-2012

40% of libraries report a decrease in funding to public libraries in 2011.

40% of Americans do not have high-speed internet access at home.

62% of libraries report a decrease in budget.

Increased Budgets: 40% 58% 60% 57%

Library internet use: 46% 46%

WHAT'S HOT and SUNNY @your library

It's essential to provide digital literacy and training.

Public libraries provide the digital literacy and training.

76% 90% 96%

Mobile Technology: 34% 12% 7%

BONUS! 39%

Libraries 10 years old or older are more likely to offer digital literacy and skills training, including online research and applications training. Online digital literacy training is more likely to be offered at public libraries and is more likely to be offered at public libraries with internet access.

U.S. Public Libraries WEATHER the STORM

WHAT'S HOT and SUNNY @your library

Libraries are part of the solution for those in search of the digital connection and skills required by today's competitive global marketplace. However, unless strategic investments in U.S. public libraries are broadened and secured, libraries will not be able to continue to provide the innovative and critical services their communities need and demand.

Libraries Connect Communities: Public Library Funding & Technology Access Study, 2011-2012
www.ala.org/plinternetfunding

Conducted by the American Library Association and the Information Policy & Access Center, University of Maryland

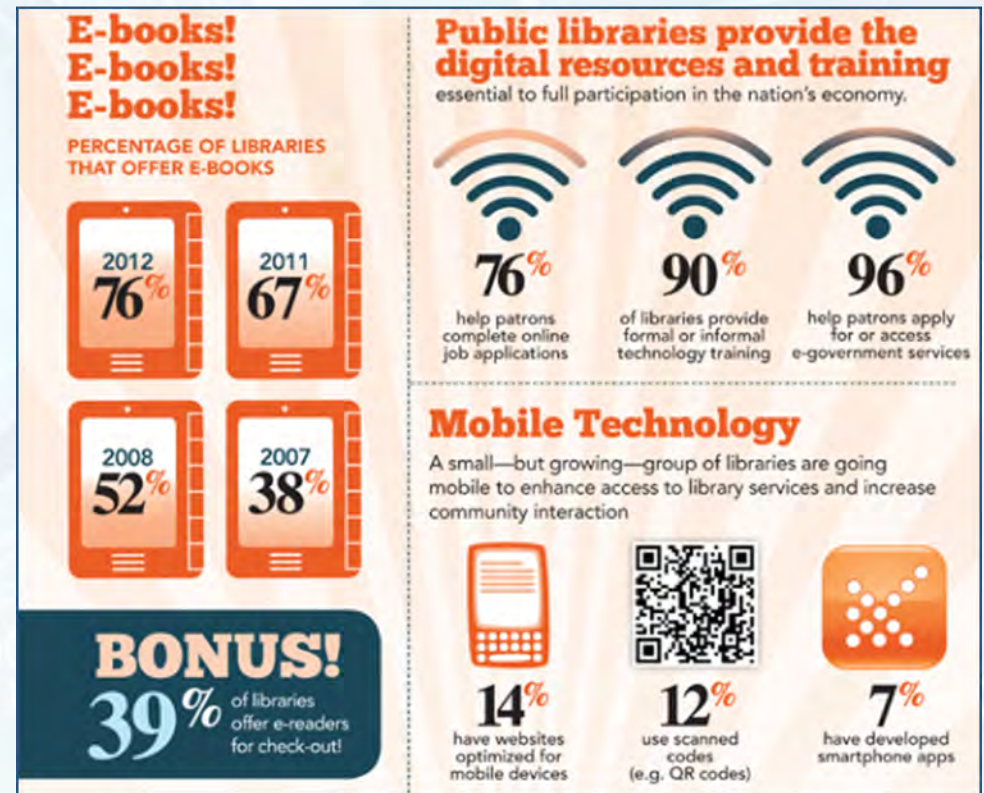
This?



“Strategic vision and careful management have helped U.S. public libraries weather the storm of the Great Recession, supporting their role as a lifeline to the technology resources and digital skills essential to full participation in civic life and in the nation’s economy. Libraries continue to transform lives by providing critical services and innovative solutions to technology access, in spite of years’ worth of consecutive and cumulative budget cuts.”

Or this?

- Consider design, stormy to sunny
- Transition from bad to good
- Call to action at the end



the DNA of a SUCCESSFUL BOOK

Presented by **hiptype**

Content

SOURCE: data compiled from e-readers by hiptype

Fine Print:
SOURCE: data compiled from e-readers by Hiptype



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Thank You!

Contact Info for Dawne

Email: drt@bellcow.com

Twitter: [dawne](https://twitter.com/dawne)

LinkedIn: www.linkedin.com/in/dawnetortorella

Pinterest Infographics Board -

pinterest.com/dtortore/infographics/

Scoop.it Infographics Creation Curation Thread -

scoop.it/t/creating-infographics



Infopeople *helping libraries think differently*

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